



SAUDI ENTERTAINMENT TECHNOLOGY

تقنية الترفيه السعودية

HEADLINE
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Media Pack 2025



Introduction

SET Awards
20 May 2025
SLS Expo, RFECC
Riyadh

From the curators of **TPiMEA**, **Tpi** and **MONDO-DR** Magazines, we are delighted to present our latest event for the entertainment technology industry:

The Saudi Entertainment Technology Awards.

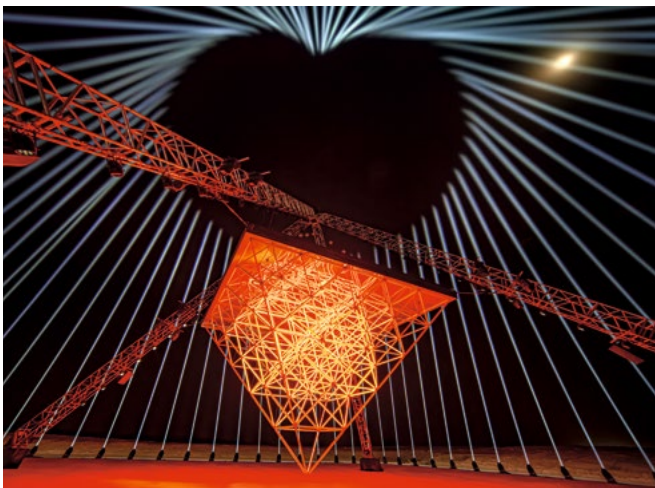
The SET Awards aims to celebrate and promote projects with the best use of technology across live events and entertainment installations within the Kingdom of Saudi Arabia.

As part of the **Saudi Vision 2030**, under the patronage of His Royal Highness, Prince Mohammed Bin Salman Bin Abdulaziz Al Saud, Saudi Arabia is undergoing one of the most ambitious, far-reaching and radical periods of economic, societal and cultural development ever witnessed. This transformation has already seen rapid development of the country's tourism and hospitality sectors, underpinned by groundbreaking use of entertainment technology at every step.

With Saudi Arabia established as a global leader in the technologically advanced venues and live events industries, we believe the time is right for the Kingdom to have its own awards that celebrate the venues, agencies, and integrators that make these projects possible.

The SET Awards have 15 categories, including: Large Scale Festival, Sporting Event, Celebration Ceremony, Theme Park, Hotel, and Immersive Experience. Two categories are reserved to support sustainability initiatives within Saudi Arabia, while the Rising Star category is designed to promote Saudi Nationals who have immersed themselves in the entertainment industry, nominated by their peers based on their skill and work ethic.

For more information contact:
f.begaj@mondiale.co.uk



AXION, Noor Riyadh



Epicon Hotel, NEOM (render)

Categories

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For more information contact:
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- Large Scale Festival
- Small Scale Festival
- Sporting Event
- Celebration Ceremony
- Conference
- Theme Park
- Performance Venue
- Hotel
- Restaurant
- Transport and Built Environment
- Museum
- Retail Environment
- Immersive Experience
- The Green Award
- Rising Star of the Year



SIRO Olaya Riyadh (render)



Trayam, NEOM (render)

Call for Entries

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The **SET Awards** portal is now **open** for submission of completed projects for all the categories. For the first edition of the **SET Awards** we will be accepting projects that have been completed in the years, 2023, 2024 and up to March 2025 when we will close the portal.

Judging will take place during March and April 2025 with the final 3 shortlisted projects being announced at the beginning of May 2025 and the overall winner of each category announced at the Awards Ceremony to be held in the evening of the 20 May on the show floor of the **Saudi Light & Sound Expo, Riyadh Front Exhibition & Conference Center**.

For more information contact:
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Scan to submit
your complete projects



Leyja, NEOM (render)



Trojena, NEOM (render)

Sponsorship

All prices quoted are in GBP

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Headline Sponsorship: £15,000

Premium Sponsorship opportunity providing maximum exposure & visibility with unparalleled advantages and elevated branding

Company logo worked into the main SET Awards logo

Company logo on all presented awards trophies

Company logo on onsite branding for opening content, throughout the awards presentation and post awards networking

Headline branding on all marketing pre, during and post show, including emails, social media channels, print and digital

Personal campaign around the awards including 1 x pre awards print advert, 1 x pre awards eblast & social media posts and Double page spread in the digital awards supplement

Networking Refreshment Sponsorship: £8,000

Company logo on the second tier of sponsors guaranteeing extensive exposure on all marketing, pre, during and post-show, including emails, social media channels, print and digital.

Company logo on onsite branding for opening content and post awards networking
Branded collateral for the refreshments and networking, including but not limited to drink coasters and napkins

Full Page in the digital awards supplement

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Sponsorship

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Category Sponsorship: £5,000

Company logo on the second tier of sponsors with guaranteed brand exposure on all marketing, pre, during and post-show, including emails, social media channels, print and digital

Company logo on onsite branding for opening content

Company logo on sponsored category content

Company name on the sponsored trophy

Company representative to announce the winner and present the trophy

Half page advert in the digital awards supplement

Supporter Sponsorship: £2,000

Company logo on the third tier of sponsors with brand exposure on all marketing, pre, during and post-show, including emails, social media channels, print and digital

Company logo on onsite branding

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Trojena, NEOM (render)



MDLBEAST



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